



Larger—With a New Tread

Firestone

CORD TIRES

NOW READY—the Firestone Cord Tire with its newer, larger standard of size and with its new tread. Car owners will be interested to know that they can secure immediate delivery of this improved Firestone Cord.

The discussion regarding this tire has centered about its two most noticeable features: larger size and new tread.

When the tire industry approved larger tires in each rated size, Firestone decided to build the largest the industry would endorse. You'll be impressed by the extra girth and air capacity of these Firestone Cord Tires. And you'll see for the first time the new tread—the cross and square construction.

This represents the work of Firestone engineers over a long period. The angles of this tread provide against side slip or skid. With a "toe hold" in mud or snow for traction, it moves forward easily, with no suction hollows retarding progress or consuming extra power.

That this tread could be brought out first on the new, larger girth cord tire makes it a doubly attractive purchase for car owners.

In addition to the advantages of great size and special tread, superiorities that can be seen at a glance, this tire has below the surface the qualities that count in rolling off the miles. More rubber in the cord and between the cord layers.

Protection, life, buoyancy, quicker action. Less heat, slower deterioration. More miles and more months of use. The quick action and resilience of this new Firestone Cord reduce drag on the engine and make a larger percentage of its power available for use.

The first users of this new Firestone Cord tell us that nothing to equal it had been produced before. It is the cap sheaf on the remarkable Firestone record during the last twelve months. Surprising as are the results from this tire, it is the sort of surprise Firestone users expect.

This tire is just another materialization of the Firestone idea—travel on rubber at lowest cost, or, briefly stated—most miles per dollar.

That is the Firestone creed, developed from the ideal of one man, Mr. Harvey S. Firestone—and now not only the working rule of his organization but the guidepost of the whole industry.

The fact that over 90% of the Firestone workers own stock in the Company adds a practical angle to the working out of that idea that every car owner will understand. It means that the entire organization is intent on making Firestones earn first place. Most miles per dollar is earning it.

In this bigger, better cord tire the Firestone builders have put their best. You are entitled to the economy, comfort and satisfaction which that means. Good dealers are ready for your demand now.

MOST MILES PER DOLLAR